

IN THE CLAIMS:

1. (Currently amended) A computer-implemented method of matching a buyer and a seller of goods; the method comprising:

receiving, at an online site, registration information from a registering user, wherein the registration information includes a ~~unique identifier~~ universal product code for an item; and

responsive to identifying a matched user, notifying the user of the match, wherein the ~~unique identifier~~ universal product code of the item in the matched user exactly matches the ~~unique identifier~~ universal product code of the item identified by the registering user.

2. (Currently amended) The method as recited in claim 1, wherein the step of identifying a matched user comprises searching a database for a transactional match, wherein the transactional match contains complementary offer terms to ~~[[the]]~~ offer terms of the registering user.

3. (Currently amended) The method as recited in claim 1, wherein the registering user is a seller and the step of identifying a matched user comprises conducting an auction at which multiple potential buyers competitively bid against one another with the matched user being ~~[[the]]~~ designated winning potential buyer.

4. (Original) The method as recited in claim 3, wherein the winning potential buyer is a potential buyer offering the highest price for the item.

5. (Original) The method as recited in claim 1, wherein the registering user is a buyer and the step of identifying a matched user comprises conducting a reverse auction in which a plurality of potential sellers bid to sell the item to the registering user with the matched user being a winning potential seller.

6. (Original) The method as recited in claim 5, wherein the winning potential seller is the potential seller offering a lowest selling price for the item.
7. (Cancelled)
8. (Original) The method as recited in claim 1, wherein the registering user is a buyer and the registration information includes a maximum price willing that the buyer is willing to pay for the item.
9. (Original) The method as recited in claim 1, wherein the registration information includes a description of the condition of the item.
10. (Original) The method as recited in claim 1, wherein the registering user is a seller and the registration information includes a minimum price that the seller is willing to accept for the item.
11. (Currently amended) A computer program product in a computer readable media for use in a data processing system for matching a buyer and a seller of goods; the computer program product comprising:
 - first instructions for receiving registration information from a registering user, wherein the registration information includes a ~~unique identifier~~ universal product code for an item; and
 - second instructions, responsive to identifying a matched user, for notifying the user of the match, wherein the ~~unique identifier~~ universal product code of the item in the matched user exactly matches the ~~unique identifier~~ universal product code of the item identified by the registering user.
12. (Currently amended) The computer program product as recited in claim 11, wherein the instructions for identifying a matched user comprise searching a database for a transactional match, wherein the transactional match contains complementary offer terms to the offer terms of [[the]] registering user.

13. (Currently amended) The computer program product as recited in claim 11, wherein the registering user is a seller and the instructions for identifying a matched user comprises conducting an auction at which multiple potential buyers competitively bid against one another with the matched user being ~~[[the]]~~ designated winning potential buyer.

14. (Original) The computer program product as recited in claim 13, wherein the winning potential buyer is a potential buyer offering the highest price for the item.

15. (Original) The computer program product as recited in claim 11, wherein the registering user is a buyer and the instructions for identifying a matched user comprise conducting a reverse auction in which a plurality of potential sellers bid to sell the item to the registering user with the matched user being a winning potential seller.

16. (Original) The computer program product as recited in claim 15, wherein the winning potential seller is the potential seller offering a lowest selling price for the item.

17. (Cancelled)

18. (Original) The computer program product as recited in claim 11, wherein the registering user is a buyer and the registration information includes a maximum price willing that the buyer is willing to pay for the item.

19. (Original) The computer program product as recited in claim 11, wherein the registration information includes a description of the condition of the item.

20. (Original) The computer program product as recited in claim 11, wherein the registering user is a seller and the registration information includes a minimum price that the seller is willing to accept for the item.

21. (Currently amended) A system for matching a buyer and a seller of goods; the system comprising:

first means for receiving registration information from a registering user, wherein the registration information includes a ~~unique identifier~~ universal product code for an item; and

second means, responsive to identifying a matched user, for notifying the user of the match, wherein the ~~unique identifier~~ universal product code of the item in the matched user exactly matches the ~~unique identifier~~ universal product code of the item identified by the registering user.

22. (Currently amended) The system as recited in claim 21, wherein the means for identifying a matched user comprise searching a database for a transactional match, wherein the transactional match contains complementary offer terms to ~~[[the]]~~ offer terms of the registering user.

23. (Currently amended) The system as recited in claim 21, wherein the registering user is a seller and the means for identifying a matched user comprises conducting an auction at which multiple potential buyers competitively bid against one another with the matched user being ~~[[the]]~~ designated winning potential buyer.

24. (Original) The system as recited in claim 23, wherein the winning potential buyer is a potential buyer offering the highest price for the item.

25. (Original) The system as recited in claim 21, wherein the registering user is a buyer and the means for identifying a matched user comprise conducting a reverse auction in which a plurality of potential sellers bid to sell the item to the registering user with the matched user being a winning potential seller.

26. (Original) The system as recited in claim 25, wherein the winning potential seller is the potential seller offering a lowest selling price for the item.

27. (Cancelled)

28. (Original) The system as recited in claim 21, wherein the registering user is a buyer and the registration information includes a maximum price willing that the buyer is willing to pay for the item.

29. (Original) The system as recited in claim 21, wherein the registration information includes a description of the condition of the item.

30. (Original) The system as recited in claim 21, wherein the registering user is a seller and the registration information includes a minimum price that the seller is willing to accept for the item.